Reusable Coffee Mug Features

* Heat Insulated
* Different sizes.
* All sizes can fit in a car’s cup holder
* Non-leaking lid
* Sizes compatible with the coffee shop's coffee dispensers
* Either has a handle or have good grip. If no handle is used, coffee heat should not be felt while holding the mug.
* Dishwasher safe.
* Resistant to scuffs and dents
* Anti-trickle lip
* Sealable top.
* A color indicator that shows how hot the coffee is.

Design

Text

Description automatically generated

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| Problem | Reason | Solution |
| 1. No artistic design | Losing on a potential customer segment | Get an artist to create new artistic designs |
| 1. Potentially costly marketing and deals with superhero companies and celebrities and athletes | A huge amount of money will be put in the expense’s column of the business, which could cause the business to go bankrupt if there are not returns | Start with a very small number of celebrities/athletes and get a license for a superhero. If there are returns, increase the arsenal of celebrities and superhero/marvel characters |
| 1. Marketing Idea could be stolen easily by competitors | This marketing strategy is well known among businesses because of the usually fantastic returns expected. Incorporating it in a new product is a small part of innovation. | Start thinking how to monopolize this strategy in this industry. |
| 1. Competitors might make a mug with more features or similar but better-quality features. | Car manufacturing businesses have cars of competitors they closely inspect for features. Similarly, this could be done with this product. Causing them to increase their market share | Since the coffee market is expanding, one solution would be to have an innovation department that is focused on finding features from other industries that could be incorporated in the product and involved in the latest scientific innovation that will help with improving the coffee mugs. |
| 1. The color indicator technology of the mug would be new, therefore there will be a lot of questions to be answered about how it should operate. For instance, should the mug be rechargeable, if it is rechargeable how could it be created so that it does not hurt the user. And a lot more questions | A lot of the questions about this feature, in particular, are not solved, therefore, there will be a multitude of ways they could be answered. How do we know if the solution we have will be the best one for the problem? | Sell the MVPs with different versions of this feature. Receive the feedback from customers. Analyze the feedback using cohort analysis. Fix problems a lot of customers complained about and add the fixes to the next batch of mugs. Implement the versions that had the most positive feedback. |
| 1. How big / small should the handle be? Or should we incorporate an adjustable handle. | If customers that buy the mug do not feel comfortable when holding the handle of the mug, this will give them bad experience, which might ruin the reputation of the company. | When creating the MVPs with different versions of the handles and putting them out, put them out in very small batches. This will reduce products to pull from shelves, saving a lot of money. And we’ll get the data we need as to which handle the customers prefer. |
| 1. If the mug doesn’t have a handle, and since we are aiming for good grip, what material should the outside of the mug be made of? | This is another feature that will need to be tested. Not knowing the technology that will be used will cause a lot of money to be wasted. | Find out which materials have the best grip and use it. |
| 1. The product being anti scuffs and dents | This durability feature will significantly reduce sales as customers won’t need to buy the mug more than once or twice. Making them non-repeat customers | There is not really a solution, it is either durability that comes with reputation and fewer sales or more sales that will not tarnish the reputation but will give space for more competition. |
| 1. How to design the mug so that the large size will fit in a car’s cup holder without the mug looking awkward or bad? | As many customers care about the aesthetic look of the products they use, having an awkward looking product, even if functional, may make the company lose on many customers. | Design the mug in sizes proportional to the car’s cupholder so that the mug will not look awkward or out of place, instead it will look extremely elegant |
| 1. Price point | The price of the product will have to be higher than normal due to the money being paid to celebrities/athletes, superhero/villain character companies  This will also give competitors an advantage if the user is looking for a cheaper coffee mug. | Create another product with the closer features without any design on it except the company’s logo and price it lower than the competitors’ mugs until we control a substantial percentage of the market. When that happens, pull those products from the stores and leave the ones with the celebrities/athletes’ signatures or superhero/villain characters. |